



COMMUNITY DEVELOPMENT DEPARTMENT

HUMAN SERVICES – CDBG APPLICATION WORKSHOP

Please sign in

Today's Agenda

- Available Funds
- Funding Priorities
- Measurable Outcomes
- Application Overview
- Capital
- Proposal Analysis
- Funding Schedule

Web Site

www.SantaBarbaraCA.gov

- Access application;
- Frequently Asked Questions - UPDATED;
- Common Errors to Avoid

Estimated Available Funds

- Public/Human Services - \$846,656
- CDBG Capital - \$575,874
- Grant period July 2016 – June 2017

General Requirements

- Can be found at FAQ
 - Insurance Requirements
 - Handicapped Regulations
 - Non-Discriminatory Certificate
 - Financial Management/Accounting Standards
 - Funding Criteria



Funding Priorities

Public/Human Services

1st - Meets basic human needs; **and/or**

Reduce the community impact of homelessness; **and/or**

Reduce the community impact of gang violence by providing services directly to gang-involved youth

Funding Priorities – Cont.

Public/Human Services

2nd - Preventative in nature; **and/or**

Promote highest degree of
functioning the individual is capable
of achieving

National Priorities - CDBG

National Objective: To create viable urban communities by providing low- and moderate-income persons:

- Decent housing;
- Suitable living environments; and
- Expanded economic opportunities

City Priorities - CDBG

- Homeless assistance for individuals and families, and victims of domestic violence; and
- Public facilities and infrastructure; and
- Economic development: self-employment training and small business loans



COMMUNITY DEVELOPMENT DEPARTMENT

MEASURABLE OUTCOMES

Measurable Outcomes (MO)

Specific measurable
results or changes that
your client will
experience as a *result* of
being in your program or
receiving your service.



Measurable Outcomes

Four Components:

1. ID the service that the clients will receive during a set period:

The program case manager will develop a housing plan during the grant year...

Measurable Outcomes

2. State the number of clients that will receive the service:

The program case manager will develop a housing plan during the grant year with 50 of our clients ...

Measurable Outcomes

3. The **percent** of all the clients that will **achieve** the outcome:

The program case manager will develop a housing plan during the grant year with 50 of our clients, of those clients 90% will...

Measurable Outcomes

4. The expected outcome or change in condition that the clients will *experience* as a direct result of the service during a set period.
-

The program case manager will develop a housing plan with 50 of our clients during the grant year, of those clients 90% will obtain permanent housing upon completion of the program.

Measurable Outcomes

Do Not Combine Outcomes

- Outcome 1 – will obtain permanent housing
- Outcome 2 – will obtain employment

Outcome VS. Output

Outcome ⇒ Change or Result from Service

Output ⇒ Unit of Service

Ex. Provide case management for 500 homeless persons

Outputs are not Measurable Outcomes

Outcome VS. Efficiency

Efficiency or Effectiveness: Cost or Quality

Ex. Increase recruitment of volunteers or improved client satisfaction results

Important, but not Measurable Outcomes

Is it a MO?





Outcome? Yes / No

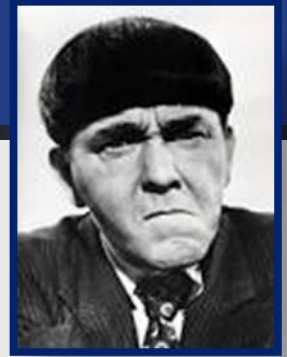
Out of 850 clients staying at our shelter, 650 will accept services at our shelter to improve their health and housing readiness.

☹️ ID the Service ⇒ Staying at Shelter

★ Number Receiving Service ⇒ 850

☹️ Percent Achieving Outcome ⇒ NO

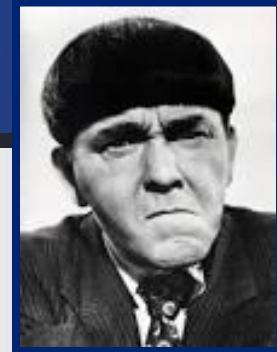
☹️ Outcome ⇒ Accept Services to Improve Health and Housing Readiness



Outcome? Yes / No

60 youth will each average a score that is "proficient" in 80% of listed work readiness skills in the Work Preparedness Assessment.

- ☹ ID the Service ⇒ NO
- ☹ Number Receiving Service ⇒ 60 ??
- ☹ Percent Achieving Outcome ⇒ NO
- ★ Outcome ⇒ Average a Score that is "Proficient" in 80% of Listed Work Readiness Skills in the Work Preparedness Assessment



Outcome? Yes / No

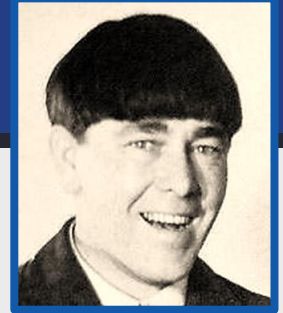
5 of the estimated 8 (62%) women who are expected to exit the program will obtain independent, affordable, appropriate housing.

☹ ID the Service \Rightarrow No

☹ Number Receiving Service \Rightarrow 8 “Exit the Program”

☹ Percent Achieving Outcome \Rightarrow 62%

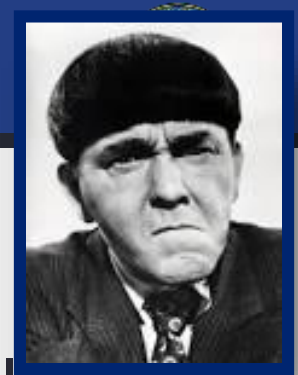
★ Outcome \Rightarrow Obtain Independent, Affordable, Appropriate Housing



Outcome? Yes / No

Out of the 90 clients served by the Senior Counseling Program, 77% will achieve at least two treatment goals set by client and therapist by end of treatment.

- ★ ID the Service ⇒ Senior Counseling
- ★ Number Receiving Service ⇒ 90
- ★ Percent Achieving Outcome ⇒ 77%
- ★ Outcome ⇒ Achieve at Least Two Treatment Goals Set by Client and Therapist



Outcome? Yes / No

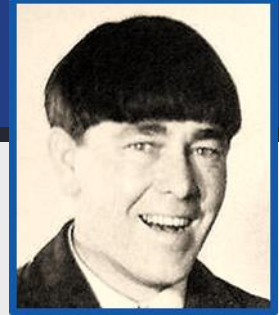
Ninety-eight percent of 375 seniors enrolled in the food distribution program will experience improved food security as measured by annual attendance numbers for food distributions.

★ ID the Service \Rightarrow Food Distribution

★ Number Receiving Service \Rightarrow 375

★ Percent Achieving Outcome \Rightarrow 98%

☹ Outcome \Rightarrow Experience Improved Food Security Measured by Attendance Numbers



Outcome? Yes / No

240 girls will participate in SMART classes. Of these, 80% will be able to name three careers in science and technology.

- ★ ID the Service \Rightarrow Participate in SMART Classes
- ★ Number Receiving Service \Rightarrow 240
- ★ Percent Achieving Outcome \Rightarrow 80%
- ★ Outcome \Rightarrow Name Careers in Science and Technology



Outcome? Yes / No

7 of 15 (45%) of residents receiving self-employment classes will start a new business within 12-18 months of program completion.

- ★ ID the Service \Rightarrow Self-Employment Classes
- ★ Number Receiving Service \Rightarrow 15
- ★ Percent Achieving Outcome \Rightarrow 45%
- ★ Outcome \Rightarrow Start a New Business within 12-18 Months of Program Completion



COMMUNITY DEVELOPMENT DEPARTMENT

HOW TO APPLY

How to Apply


- E-application via **ZOOMGRANTS**
- Application and all attachments submitted electronically
- Separate Public Service and Capital Applications
- To access application 1st time you must go through www.SantaBarbaraCa.gov

City Home Page

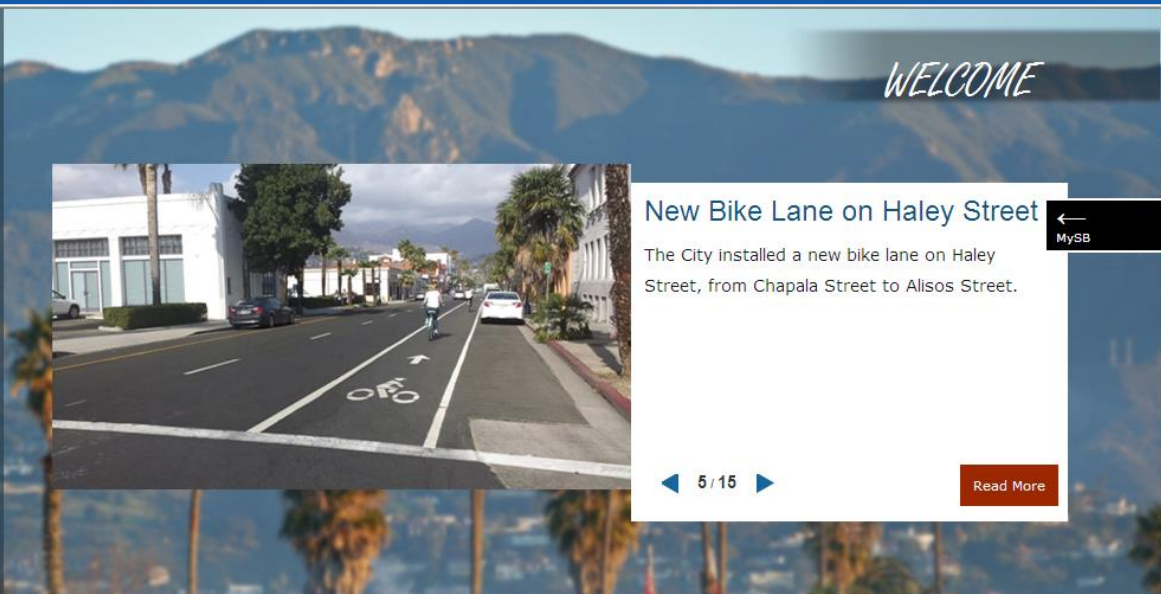
Most

POPULAR


- ▶ Election Results
- ▶ Jobs at the City
- ▶ Emergency Preparedness
- ▶ Construction Activity
- ▶ Recreation Guide
- ▶ Council Agenda Packet
- ▶ Water Conservation
- ▶ Recycling Tips
- ▶ News Center



[Login](#)
[Join](#)



WELCOME



New Bike Lane on Haley Street

The City installed a new bike lane on Haley Street, from Chapala Street to Alisos Street.

5 / 15
Read More

What's **HAPPENING**

<< November 7, 2013 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

What's **NEW**

NEWS

VIDEO

Now Accepting: CDBG Applications

Starting November 11, the City will accept proposals for the fiscal year 2014-2015 Human Services and Community Development Block Grant (CDBG)...

[Read More >](#)

Application Page



City of SANTA BARBARA

Accessibility Content Footer Select Language

Go

City Offices: **CLOSED** this Friday, November 08, 2013.

VISITING SERVICES GOVERNMENT BUSINESS HOW DO I CONTACT US

MySB

EXPLORE

- Community Development Block Grant Program Home
- Current Projects
- Documents
- Human Services and CDBG Funding Application

Boards & Commissions

31 City Calendar

Human Services and CDBG Funding Application

Home » CDBG & Human Services » CDBG Program » Human Services and CDBG Funding Application

Share

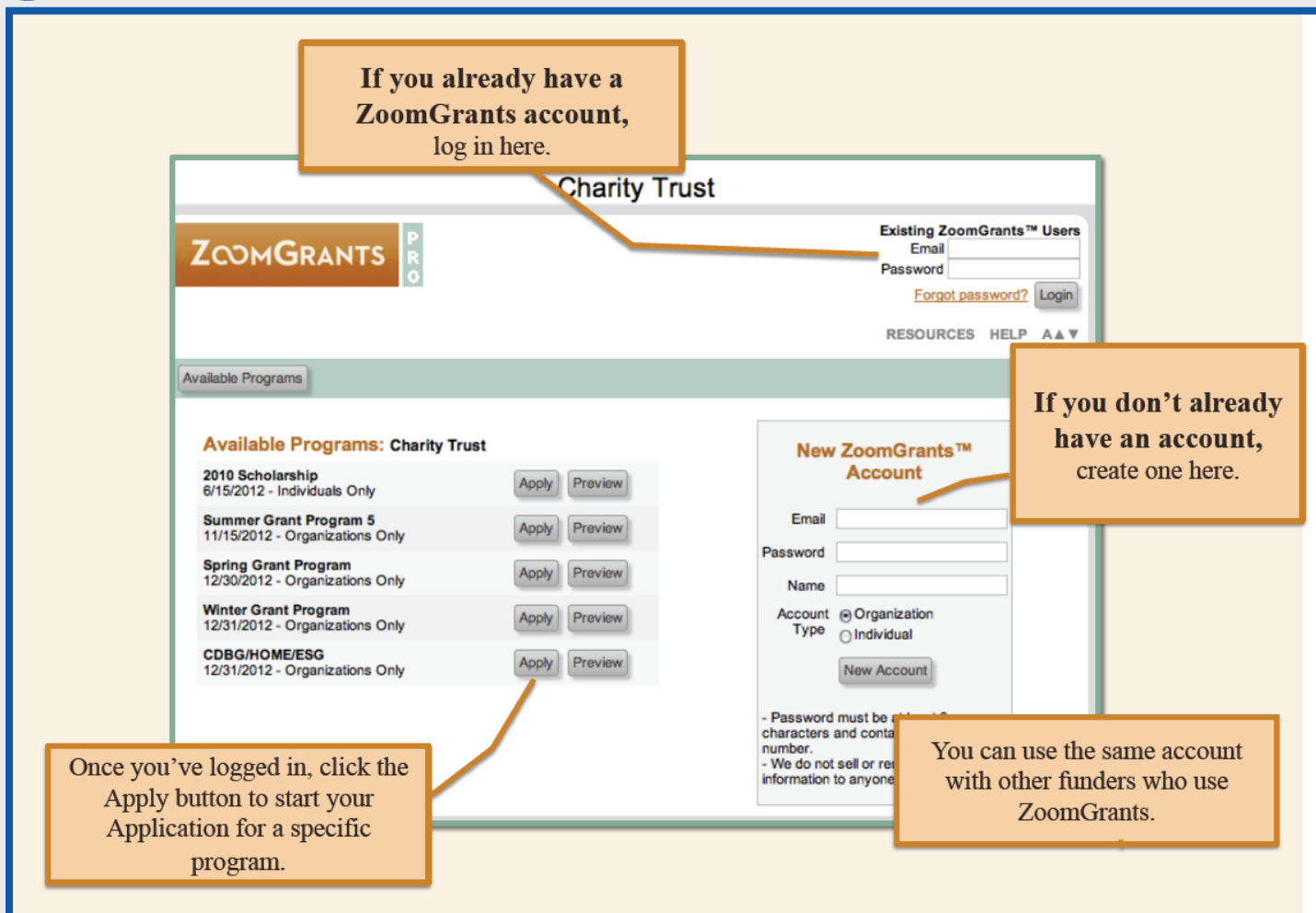
Starting November 11, the City of Santa Barbara will accept proposals from eligible applicants for the fiscal year 2014 -2015 Human Services and Community Development Block Grant (CDBG) programs.

Interested applicants **MUST** send an organization representative to the MANDATORY Application Orientation and Technical Assistance Workshop:

THURSDAY, NOVEMBER 7, 2013
2:00 – 4:00 p.m.
 David Gebhard Public Meeting Room
 Community Development Building
 630 Garden Street

The City makes available monies from its General Fund to support human services programs that provide direct social services to low income city residents. Also, The City of Santa Barbara receives an annual allocation of Community Development Block Grant funds from the U.S. Department of Housing and Urban Development (HUD). The funds are made available to the City to undertake specific eligible projects and programs that develop a viable urban community

Log In to Create Application



If you already have a ZoomGrants account, log in here.

Charity Trust

ZoomGRANTS PRO

Existing ZoomGrants™ Users
Email
Password
[Forgot password?](#)

RESOURCES HELP ▲▼

Available Programs

Available Programs: Charity Trust

2010 Scholarship 6/15/2012 - Individuals Only	<input type="button" value="Apply"/>	<input type="button" value="Preview"/>
Summer Grant Program 5 11/15/2012 - Organizations Only	<input type="button" value="Apply"/>	<input type="button" value="Preview"/>
Spring Grant Program 12/30/2012 - Organizations Only	<input type="button" value="Apply"/>	<input type="button" value="Preview"/>
Winter Grant Program 12/31/2012 - Organizations Only	<input type="button" value="Apply"/>	<input type="button" value="Preview"/>
CDBG/HOME/ESG 12/31/2012 - Organizations Only	<input type="button" value="Apply"/>	<input type="button" value="Preview"/>

New ZoomGrants™ Account

Email
Password
Name
Account Type
☒ Organization
☐ Individual

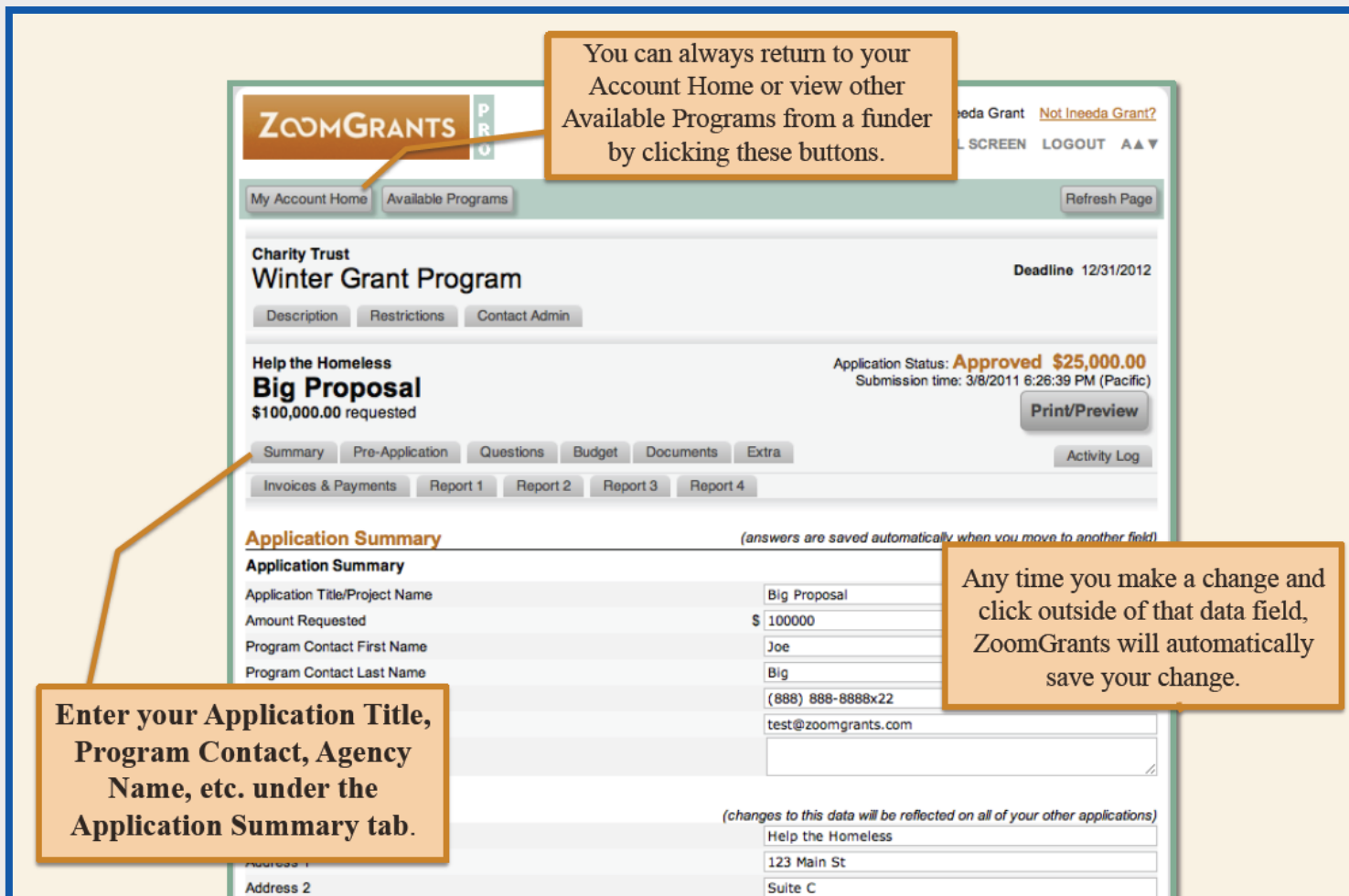
- Password must be at least 8 characters and contain a number.
- We do not sell or release information to anyone.

Once you've logged in, click the Apply button to start your Application for a specific program.

If you don't already have an account, create one here.

You can use the same account with other funders who use ZoomGrants.

Complete Account Information



ZoomGrants PRO

My Account Home Available Programs Refresh Page

Charity Trust
Winter Grant Program Deadline 12/31/2012

Description Restrictions Contact Admin

Help the Homeless
Big Proposal
\$100,000.00 requested

Application Status: **Approved \$25,000.00**
Submission time: 3/8/2011 6:26:39 PM (Pacific)

Print/Preview

Summary Pre-Application Questions Budget Documents Extra

Invoices & Payments Report 1 Report 2 Report 3 Report 4

Application Summary (answers are saved automatically when you move to another field)

Application Summary

Application Title/Project Name	Big Proposal
Amount Requested	\$ 100000
Program Contact First Name	Joe
Program Contact Last Name	Big
	(888) 888-888x22
	test@zoomgrants.com

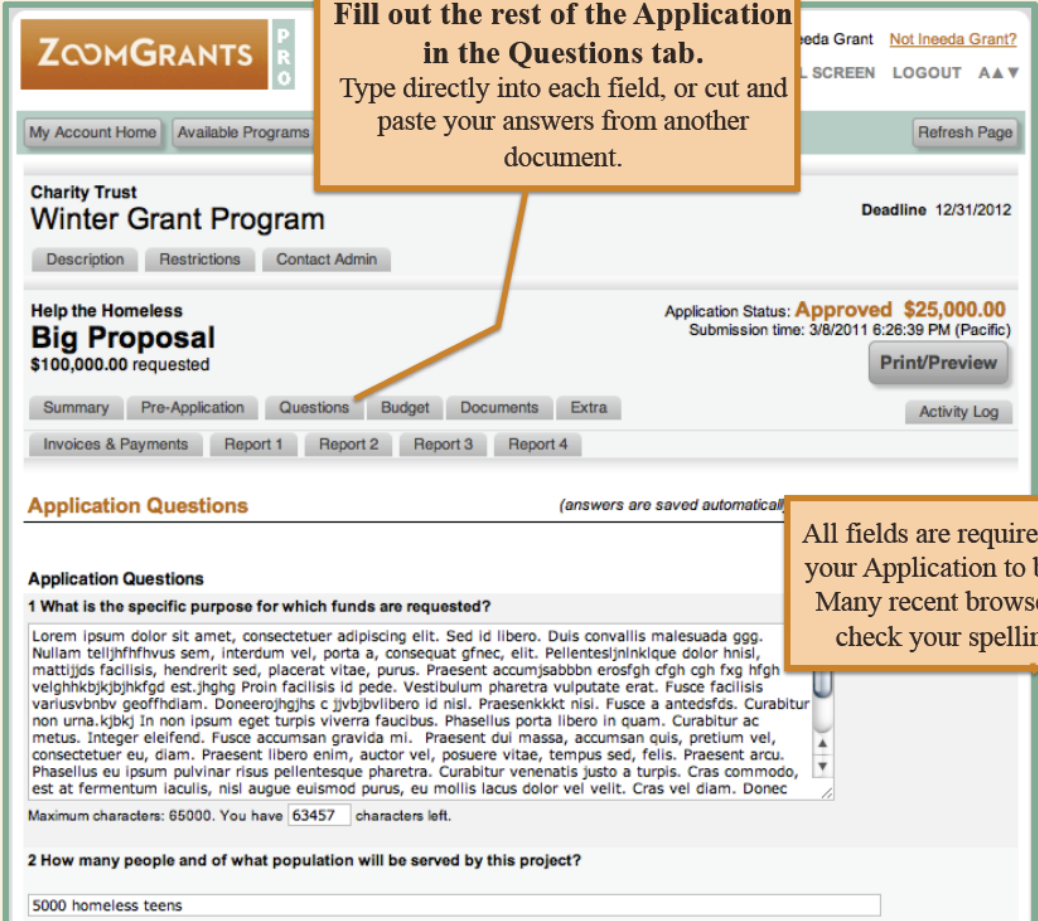
(changes to this data will be reflected on all of your other applications)

Help the Homeless
123 Main St
Suite C

Callouts:

- You can always return to your Account Home or view other Available Programs from a funder by clicking these buttons.
- Any time you make a change and click outside of that data field, ZoomGrants will automatically save your change.
- Enter your Application Title, Program Contact, Agency Name, etc. under the Application Summary tab.

Answer Questions



ZOOMGRANTS PRO

My Account Home Available Programs

Charity Trust
Winter Grant Program

Description Restrictions Contact Admin

Help the Homeless
Big Proposal
\$100,000.00 requested

Application Status: **Approved \$25,000.00**
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Deadline 12/31/2012

Print/Preview

Activity Log

Summary Pre-Application **Questions** Budget Documents Extra

Invoices & Payments Report 1 Report 2 Report 3 Report 4

Application Questions (answers are saved automatically)

Application Questions

1 What is the specific purpose for which funds are requested?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id libero. Duis convallis malesuada ggg. Nullam telljhfthvum sem, interdum vel, porta a, consequat gfneq, elit. Pellentesqjnlklque dolor hnsi, mattijds facilis, hendrerit sed, placerat vitae, purus. Praesent accumsabbbn erosfgh cgh cgh fvg hfgh velghhkbjkbjkhkfgd est.jhghg Proin facilisis id pede. Vestibulum pharetra vulputate erat. Fusce facilisis variusvbnbv geoffhdiam. Doneerohghjhs c jvjbjvlibero id nisi. Praesentkkkt nisi. Fusce a antedsfds. Curabitur non urna.kjbkj In non ipsum eget turpis viverra faucibus. Phasellus porta libero in quam. Curabitur ac metus. Integer eleifend. Fusce accumsan gravida mi. Praesent dui massa, accumsan quis, pretium vel, consectetur eu, diam. Praesent libero enim, auctor vel, posuere vitae, tempus sed, felis. Praesent arcu. Phasellus eu ipsum pulvinar risus pellentesque pharetra. Curabitur venenatis justo a turpis. Cras commodo, est at fermentum laculis, nisi augue euismod purus, eu mollis lacus dolor vel velit. Cras vel diam. Donec

Maximum characters: 65000. You have 63457 characters left.

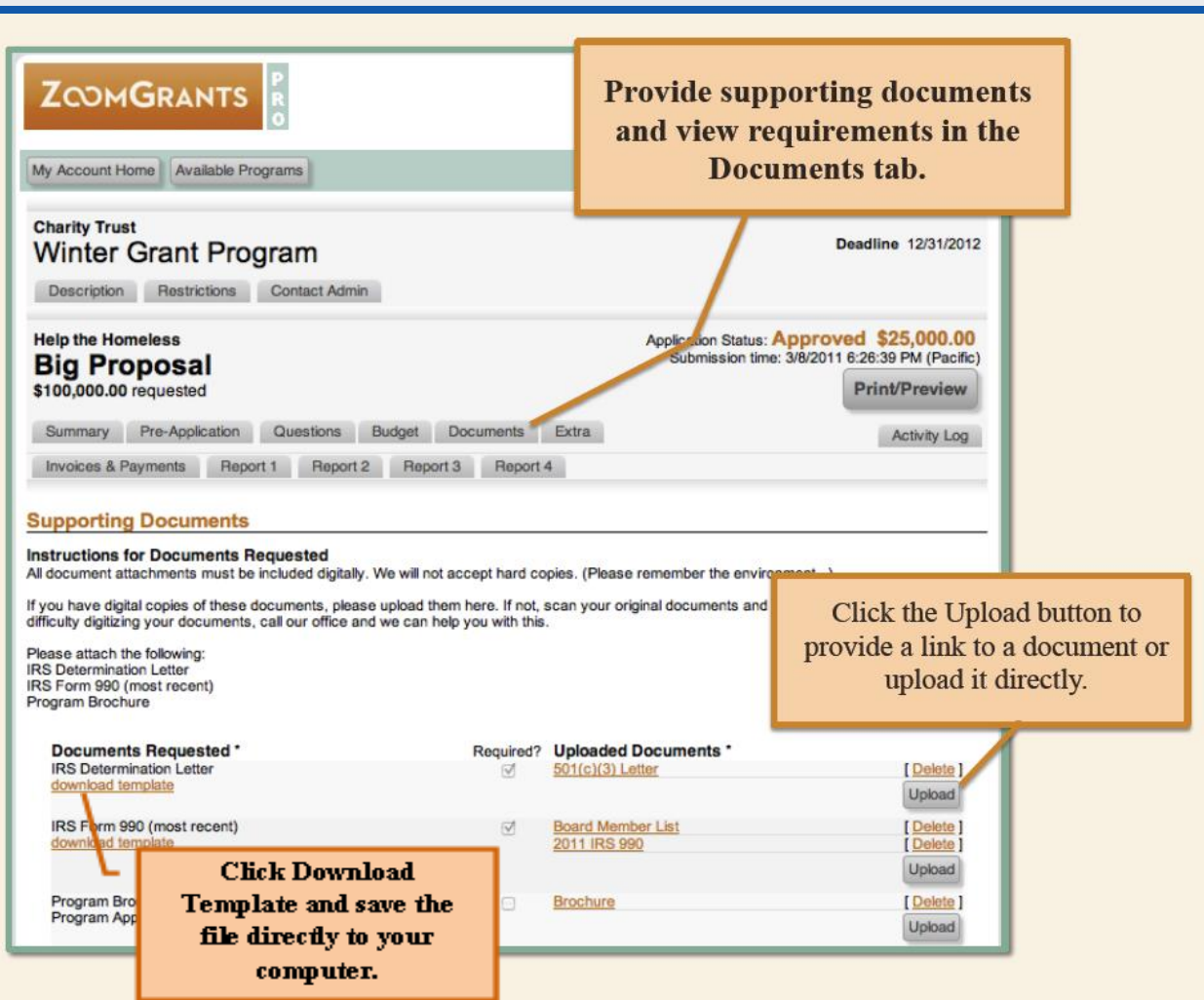
2 How many people and of what population will be served by this project?

5000 homeless teens

Fill out the rest of the Application in the Questions tab. Type directly into each field, or cut and paste your answers from another document.

All fields are required in order for your Application to be submitted. Many recent browsers can even check your spelling for you.

Upload Attachments



ZoomGrants PRO

My Account Home Available Programs

Charity Trust Winter Grant Program Deadline 12/31/2012

Description Restrictions Contact Admin

Help the Homeless Big Proposal
\$100,000.00 requested

Application Status: **Approved \$25,000.00**
Submission time: 3/8/2011 6:26:39 PM (Pacific)

Print/Preview

Summary Pre-Application Questions Budget Documents Extra Activity Log

Invoices & Payments Report 1 Report 2 Report 3 Report 4

Supporting Documents

Instructions for Documents Requested
All document attachments must be included digitally. We will not accept hard copies. (Please remember the environment...)

If you have digital copies of these documents, please upload them here. If not, scan your original documents and difficulty digitizing your documents, call our office and we can help you with this.

Please attach the following:
IRS Determination Letter
IRS Form 990 (most recent)
Program Brochure

Documents Requested *	Required?	Uploaded Documents *	
IRS Determination Letter download template	<input checked="" type="checkbox"/>	501(c)(3) Letter	[Delete] Upload
IRS Form 990 (most recent) download template	<input checked="" type="checkbox"/>	Board Member List 2011 IRS 990	[Delete] [Delete] Upload
Program Brochure Program App...	<input type="checkbox"/>	Brochure	[Delete] Upload

Click Download Template and save the file directly to your computer.

Provide supporting documents and view requirements in the Documents tab.

Click the Upload button to provide a link to a document or upload it directly.

Attachments - Public Service

1. Client Data* – Required
2. Program Budget* – If Agency and Program are different
3. Agency Budget* - Required
4. Organizational Chart – Required

Attachments - Public Service

- 5. Fee Donation Schedule – If applicable
- 6. BoD Roster* – Required
- 7. BoD Minutes – Required
- 8. Approval and Declaration* - Required
- 9. Contractual Provisions* - Required

Attachments - Public Service

10. Financial Reports:

- FY **6/30/15** or Calendar Year **12/31/14**

Financial Report Types:

- AUDIT - Revenues over \$2 million
- REVIEW - \$500,000 to \$1.99 million
- COMPILATION - \$499,999 or less

Include Auditor's Report Letter

Attachments - Public Service

10. Financial Reports, Cont.

- Financial Statement & Balance Sheet – only if draft audit is not ready
- MUST include:
 - Letter explaining why report is not available; and
 - Estimated completion date

Attachments - Public Service

11. IRS 990 TAX RETURN:

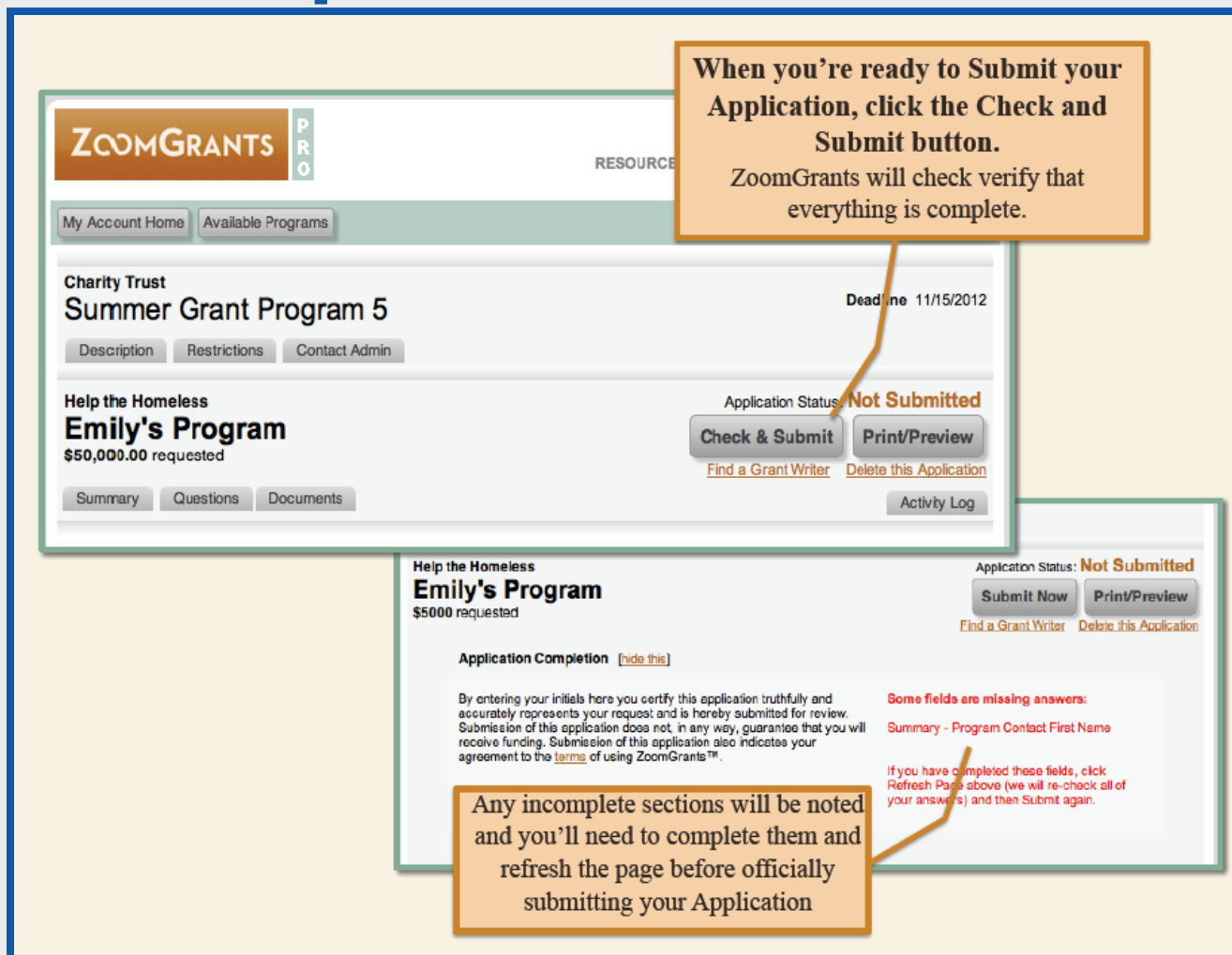
- FY 6/30/15 or Calendar 12/31/15
- Or full copy of extension form 8868

12. IRS Tax-Exempt Status letter – if not on file

13. California Franchise Tax Board letter – if not on file

14. Articles Of Incorporation – if not on file.

Submit Proposal



ZoomGrants PRO RESOURCE

My Account Home Available Programs

Charity Trust
Summer Grant Program 5
Deadline 11/15/2012

Description Restrictions Contact Admin

Help the Homeless
Emily's Program
\$50,000.00 requested

Summary Questions Documents

Application Status: **Not Submitted**

[Check & Submit](#) [Print/Preview](#)
[Find a Grant Writer](#) [Delete this Application](#) [Activity Log](#)

Help the Homeless
Emily's Program
\$5000 requested

Application Status: **Not Submitted**

[Submit Now](#) [Print/Preview](#)
[Find a Grant Writer](#) [Delete this Application](#)

Application Completion [\[hide this\]](#)

By entering your initials here you certify this application truthfully and accurately represents your request and is hereby submitted for review. Submission of this application does not in any way, guarantee that you will receive funding. Submission of this application also indicates your agreement to the [terms](#) of using ZoomGrants™.

Some fields are missing answers:
Summary - Program Contact First Name

If you have completed these fields, click Refresh Page above (we will re-check all of your answers) and then Submit again.

When you're ready to Submit your Application, click the Check and Submit button. ZoomGrants will check verify that everything is complete.

Any incomplete sections will be noted and you'll need to complete them and refresh the page before officially submitting your Application



COMMUNITY DEVELOPMENT DEPARTMENT

CAPITAL PROJECTS

Eligible Activities

- Acquisition
- New Construction – Not housing
- Reconstruction
- Rehabilitation
- Installation
- Infrastructure Improvements
- Economic Development

Primarily Benefit Low-Mod Income Clients or Areas

Ineligible Activities

- Maintenance/ Repair
- Operating Costs
- Equipment that is not “integral structural fixture”
- Projects that do not primarily benefit low-moderate persons

Capital Applicants

Prior to applying: **Investigate & Read
Construction Projects Manual**

- Preconstruction Requirements/Cost
- Davis Bacon Labor Requirements/Cost
- Regulatory Requirements (Permits, etc.)
- Feasibility (Cost & Time)
- Expected Completion April 30, 2017

How to Apply

- Similar Process as Pub. Serv.
- Click “Capital Applicants” link
- Submit Pre-Application (10 questions)
- Additional Attachments
- Project Budget is a Zoomgrants tab

Enter your Budget information in the Budget tab.
Totals will be calculated automatically.

ZoomGrants PRO

My Account Home Available Programs

Need a Grant? [GO OUT](#) [AA ▼](#)

[Refresh Page](#)

Charity Trust
Winter Grant Program

Description Restrictions Contact Admin

Help the Homeless
Big Proposal
\$100,000.00 requested

Summary Pre-Application Questions **Budget** Documents Extra

Invoices & Payments Report 1 Report 2 Report 3 Report 4

Deadline 12/31/2012

Application Status: **Approved \$25,000.00**
Submission time: 3/8/2011 6:26:39 PM (Pacific)

[Print/Preview](#)

[Activity Log](#)

Budget *(answers are saved automatically when you move to another field)*

Please enter your budget items for this program only. Please do not include your overall organization's budget. If you need more lines than are available, then please upload a spreadsheet with your complete budget, and leave these lines blank except for the first line which should read 'See Attached Spreadsheet.'

Funding Sources/Revenues	Program Budget	Annual Budget
Item Description		
Program revenue	\$ 2500	\$ 14200
Other Grant Proceeds - fgndFfggff	\$ 8900	\$ 23650
Investment interest	\$ 1426	\$ 3250
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
Total	\$12,826	\$41,100

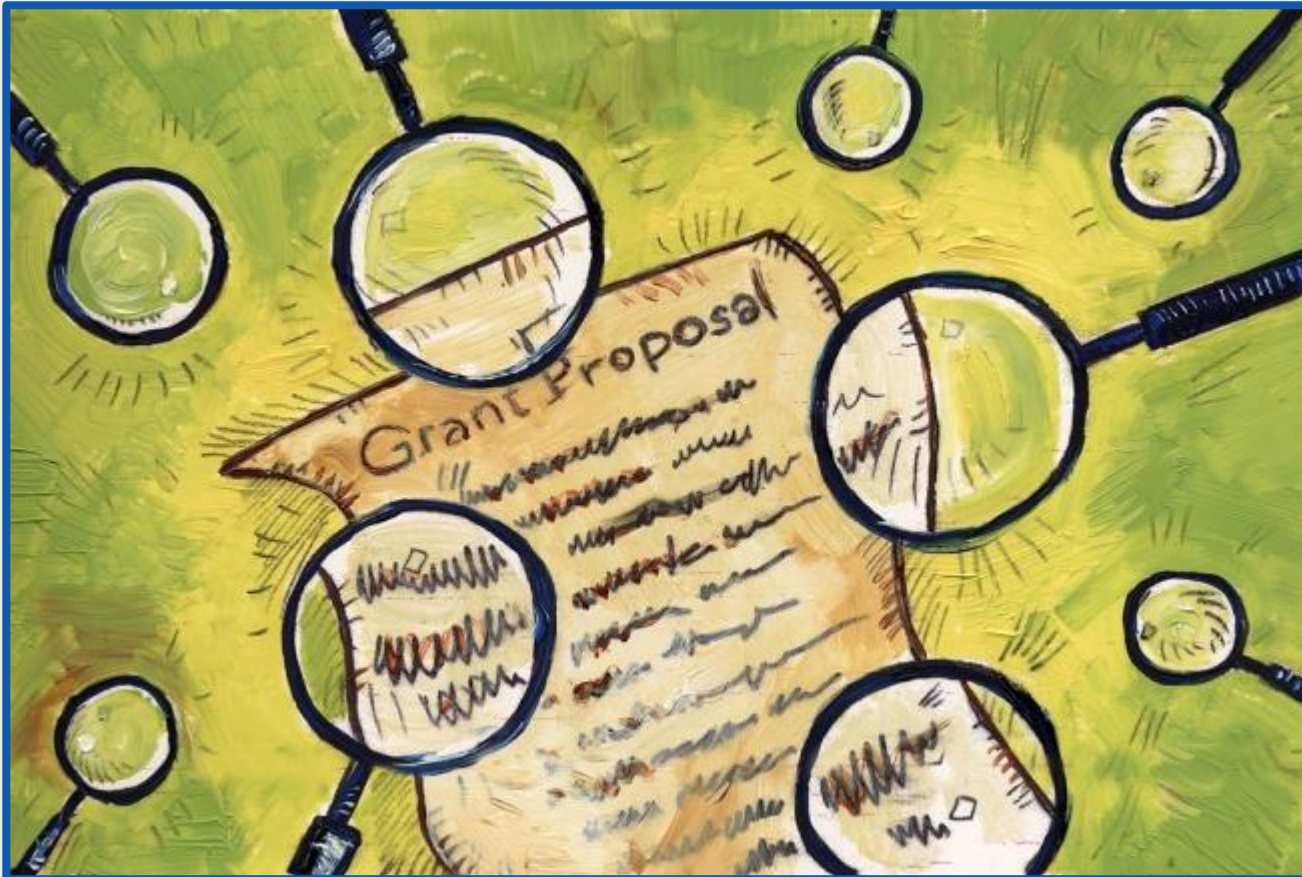
Attachments - Capital

1. Timeline - Required
2. Cost Estimate - Required
3. Plans/Drawings - Required
4. Map - Required
5. Site Plan - Required
6. Photos - at least 4 Required

Attachments - Capital

7. Landscaping – If any
8. Area Benefit Analysis * – Required if clients data is not collected
9. Client Data* – Required if not using Area Benefit Analysis
10. All other attachments same as PS

Proposal Analysis



Community Development Human Services Committee - CDHSC

- Appointed by City Council
- Analyze merits of competing applications
- Interview applicants
- Develop recommendations to Council

Proposal Evaluation

- Agency
- Board
- Program
- Measurable Outcomes
- Need
- Cost (Capital)
- Finances
- Living Wage (if applicable)

100 Pts. Max

Funding Schedule

December 17, 2015

Application due – Web
Site Closed at 4:30 p.m.
No Exceptions

**Jan. 28, Feb. 2, 4, 9
& 11**

MANDATORY Interviews
– 4 p.m. to 9 p.m.

March 22, 2016

Recommendations to City
Council (tentative date)

Technical Assistance

Online: <http://ZoomGrants.com>

Email: Questions@ZoomGrants.com

Telephone: (866) 323-5404

Deadline

4:30 p.m.

DECEMBER 17, 2015

NO EXCEPTIONS



Submit Early

- Staff will make every effort to review applications submitted early
- Corrections will be emailed
- You have until 4:30 p.m. Dec. 17 to make any corrections



COMMUNITY DEVELOPMENT DEPARTMENT

QUESTIONS?

Contact Us

(805) 564-5461

Liz X 4579

Email: estotts@santabarbaraca.gov

Deirdre X 5511

Email: drandolph@santabarbaraca.gov



COMMUNITY DEVELOPMENT DEPARTMENT

THANK YOU

BE SURE TO SIGN OUT!